

## ORDER



**Orders**  
**Order / Rev:** 712301 - 1  
**Alt Order #:** 6308172  
**Product Desc:** JOHN THRASHER CAMP  
**Estimate:** 447  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 09/07/12 / 10/10/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Thrasher For Senate  
**Demographic:** A35+  
**Product Codes:** PL-State/Local  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:** 08/07/10  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	26	\$15,400.00	\$13,090.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$15,400.00	\$13,090.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$15,400.00</b>	<b>\$13,090.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	37%	\$15,400.00
Market	100%	\$41,621.62

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$832.43
WCWJ	0%	\$0.00
WJXT	26%	\$10,821.62
WJXX	4%	\$1,664.86
WTEV	31%	\$12,902.70

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WTLV	10/13/12	10/14/12	Sa-Su 6-630p	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$160.00	P-3	0.00	NM	1	\$160.00
				Sa-Su 6-6:30pm											
				add 1x											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----SS		2		\$160.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WTLV	10/08/12-10/14/12	Sa-Su 6-630p		Sat-Sun 6p-6:30p	-----SaSu	:30		<del>(\$160.00)</del>		0.00	NM		
				Credited											
E 12	WTLV	10/14/12	10/14/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
				Sun 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1		\$400.00		0.00					

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Advertiser: Thrasher For Senate  
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Estimate: 447

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WTLV	10/14/12	10/14/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTLV 10/08/12-10/14/12 Meet the Press 9a-10a -----Su :30 <del>(\$400.00)</del> 0.00 NM Credited															
E 15	WTLV	10/15/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTLV 10/15/12-10/21/12 Today Show 7a-9a M----- :30 <del>(\$400.00)</del> 0.00 NM See MG 15.2 [NA/Oversold] at order															
2 WTLV 10/15/12-10/21/12 Today Show 7a-9a (8:00 AM-9:00 AM) ----- :30 \$800.00 0.00 NM Ⓜ MG for 15.1 10/15 [rate up]															
N 21	WTLV	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	Sat. various	-----S-	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$160.00 0.00															
N 22	WTLV	10/11/12	10/11/12	Today Show II M-F 9-10am	CM	9a-10a	---T---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---T--- 1 \$400.00 0.00															
													Totals	26	\$15,400.00